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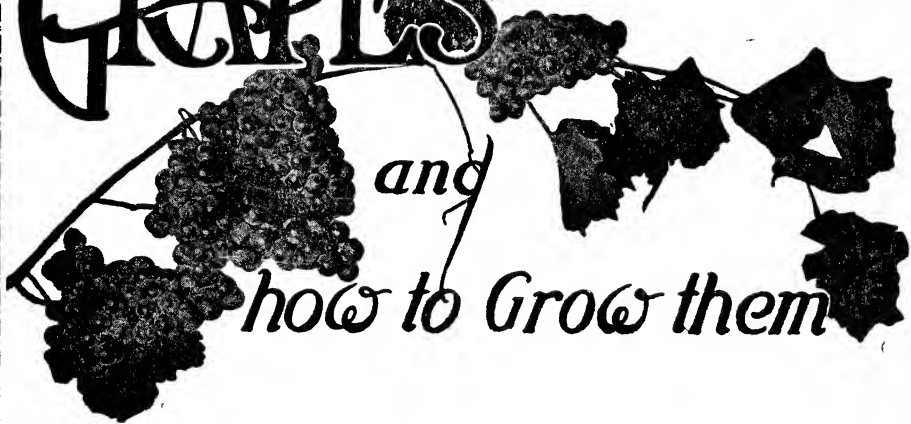
1935/26,



GRAPE

and

how to Grow them



SOUTHERN NURSERIES

(Incorporated)

GRAPE, AVOCADO AND BLACKBERRY PLANTS

General Offices, Vineyards and Nurseries:

MAIN OFFICE: BARTOW, FLORIDA

BRANCH OFFICE: CLERMONT, FLORIDA





SOUTHERN NURSERIES takes pleasure in presenting new 1925-26 catalogue of grapes, blackberries, avocados, and ornamentals. We have tried to make it a source of dependable information for the guidance of those interested in the profitable growing of these products.

Special attention has been given to grapes because of the wide-spread and increasing interest in them. Very few products which can be grown in Florida offer more attractive returns than are to be had from a successful vineyard. Because of that we have dealt to considerable extent with the essential factors that should be considered in the development and operation of a vineyard.

Our organization has made exhaustive experiments to determine the varieties best suited to Florida conditions and how they should be grown, and our findings are set forth in this catalogue as a special service to our friends.

We realize that our success in selling stocks depends entirely upon the success of those who buy from us, and it is our aim to furnish the highest quality of stocks which can be obtained and to do all that we can to guide our customers in their planting and cultivation. The many letters received commending us on the service we render, gratifyingly prove that our efforts have not been in vain.

In view of the increasing demand for choice stocks we urge upon our friends that they place their orders far enough in advance so that we can get them out in time.

We want on this particular occasion to mention that we have moved our main nursery plant from Bartow to Clermont. This change has been made because the largest vineyard developments in the state are centered there and also because the soil in that region is the best grape soil in Florida. Also it is our earnest belief that Clermont, by reason of its advanced interest and attention to the grape industry, is destined to become the grape marketing center of Florida.

Profits From Grapes

There are many reasons why grape culture is extremely profitable. In the first place grapes are reasonably free from pests and diseases. What few pests and diseases there are, are easily controlled. In the second place a vineyard cannot be lost from frost or cold weather. In the third place, if the right varieties are grown on suitable land, grape vines will continue to produce for a life time. And finally, from the marketing standpoint, there is an insatiable demand for Florida grapes because they came on the market at a time when few other fruits are available, especially in the North. This enables the Florida grower to sell all he can produce and to get very profitable prices for them.

The grape industry being young there has been no very large commercial plantings or developments for resale purposes until the past two years. There are now, however, several large commercial enterprises which are being operated something on the order of the present citrus developments.

Because the soil in Lake County and especially around the Clermont and Mont Verde section is especially choice grape land,



the larger of these developments have centered there. Other large developments specially successful are in Hesperides, Polk County, Fruitland Park, and Waldo.

In considering the profit possibilities of grapes, mention should be made of the grape juice industry which can be made one of the best paying propositions in the state. California has capitalized on this and Florida can do likewise, getting good prices for its juice grapes.

Growers of grapes during the past year realized around

16c a pound for their fruit. As the yield from grapes in Florida is from two and one half to five tons an acre, one can readily conceive of a real working profit from grapes.

Varieties of Grapes

While we list many varieties of grapes, we wish it understood that we do not recommend all varieties for commercial planting, nor do we wish it understood that all varieties will do equally well in various parts of Florida or Georgia or other southeastern states; but rather do we emphasize the importance of making your selection, only after you have consulted our viticulturists. This suggestion is made entirely in your interest. It is only by selecting those varieties that will harmonize with soil, drainage-altitude conditions, that the best assurance for success can be given.

There has been, unfortunately, trade names given as synonyms for standard varieties and, as we consider this practice in no way desirable, we are listing the names as given by the originators and accepted by the nomenclature committee of the American Pomological Society, but are also listing opposite the correct names, the trade synonyms sometimes used.

Soils Adapted to Grape Culture

Prof. E. L. Lord of the University of Florida, says:

"The best type of soil for the grape is a well drained sandy loam, rich in humus and nitrogen and more or less compact sub-soil. Soils containing too much lime will cause Chlorosis, a disease indicated by the absence of green coloring matter in the leaves.

"The water supply in the soil must be abundant and readily available at all times during the growing season. Next to water, nitrogen is the limiting factor in grape culture. An abundance of humus is very desirable because of its effect on the water holding capacity of the soil.

"Any good drained garden soil will grow good grapes. There are many excellent healthy vineyards on well drained Flatwoods, high hammock, well drained low hammock and high pine lands. Grapes are being grown successfully on sandy soil, without good subsoil, land that would be too poor for many crops. Good drainage is imperative, and rich soil is very desirable."

"When to Plant"

December, January and February are the best months in which to plant. Unless the ground is unusually dry, plants require no water if set out during these months.

“How to Plant”

In setting a vineyard, one year old plants should be used always, as the older ones rarely make thrifty vines. The roots should be cut back to from four to five inches, and the top pruned back leaving only two buds. The vine should be planted as nearly the same depth that it stood in the nursery as possible. Dig good sized holes placing the plant with roots spread out, putting good top soil around the roots, tamping well.

As soon as plants arrive, heel in, good moist soil, but not wet until planted. For most varieties we recommend planting 10 feet apart, running the rows preferably north and south. Ground should be plowed deep and thoroughly pulverized and rows laid off ten feet in rows by ten feet or 10 x 10.

8 x 10 requires 540 plants per acre.

10 x 10 requires 435 plants per acre.

“How to Train”

When plants begin to grow, tie up on stakes or bamboo cane. Some use Millers twine to good advantage. Keep all young shoots pinched off, leaving one straight main stem or vine. When vine reaches wire pick terminal bud and let two shoots, one each wire run along the wire.

The Munson Canopy system is the most popular and satisfactory system, although more costly than the Kniffin system.

Two laterals should be allowed to develop at each wire when the Kniffin system is used.

On immature vines trained on the Munson system, two opposite canes are allowed to develop. Mature vines are trained with four laterals, two running each way on center wire.

Muscadines are trained usually on six arm renewal.

“How to Cultivate”

From the time the grape plants start growing in the spring, keep up thorough cultivation with an Acme harrow, maintaining a dust mulch throughout the dry season. It is a good practice to put in a cover crop of cow peas, or Bush Velvet beans in June or July turning same in lightly in fall with a disc harrow having deep gauge rollers. Always practice shallow cultivation.

“How to Prune”

We refer you to Prof. E. L. Lords bulletin, of Gainesville, in regard to care of the vineyard. We take this as the best authority in the state at the present time. You can obtain this through the Department of Agriculture, Gainesville, or we will be glad to mail copy as long as our supply lasts.

“How to Fertilize”

As it is desirable to know soil conditions in advising as to formulas, it is suggested that those seeking information on fertilization write to the SOUTHERN NURSERIES.

“General Information”

We wish to identify our interest as much as possible with that of the grape growers of the state, and in consequence hope that we will be allowed to assist in any way possible by advice to the prospective grower, whether he plants a commercial vineyard of twenty acres or a few vines for home use.

Our plants that we are offering are all one year plants, absolutely guaranteed true to name, healthy, sound and free from disease.

We advise early orders so as to be sure of obtaining plants. We guarantee to send first class healthy stock, free of all diseases, and true to name. We also guarantee same to be in good condition upon arrival at destination. If not in good condition we will refund the purchase price, or replace with other stock of same value, but will not be liable for any greater amount. If this is not satisfactory, goods should be returned at once and the purchase price will be refunded. We cannot prevent droughts, excessive rains, rabbits, coons, etc., careless and improper planting, poor cultivation and diseases, so WE DO NOT GUARANTEE STOCK TO LIVE after passing into other hands. Neither do we insure or replace any stock at the prices quoted.

“Substitution”

We desire to fill all orders as listed, but should we be out of certain stocks at the time of ordering, we wish our customers to please state on the order blank whether they wish us to substitute some other variety that we believe would be suited to your locality. However we wish to fill all orders as wanted, so please state whether you want us to substitute or not. We will try to get all orders out on the same day or the day after they are received if possible. For this reason we advise early orders, stating in advance when you will want same. By doing this it will help us greatly in meeting our customers demands.

In order to insure reservations 25 per cent deposit must accompany all orders. It is our uniform rule to ship no plants on open account. Payment must be made in advance of shipments, or authority to ship C. O. D.

We cannot be responsible to vineyardists who purchase our plants through the agency of dealers or other nurseries, for we cannot be certain that in repacking mistakes may occur for which we are not responsible.

All plants listed below take the following prices:

1 to 10, 75c; 10 to 100, 60c; 100 to 1,000, 50c

Prices on larger orders on application.

BEACON—This, another one of the postoak hybrids that has proven to be of unusual value to Florida Viticulture. This grape carries both vigor, quality, prolificness, earliness and also good shipping qualities as well. This was the outstanding grape, at both this and last years grape show, outclassing all others shown in competition.

EXTRA—(**Big Extra**) this is a very strong grower, medium to large purplish black berries carrying white bloom. Good size bunches very prolific and an excellent market and table grape, also a good juice grape. This is going to be one of the most popular grapes of the postoak group in Florida.

ELLEN SCOTT—(**Florida Tokay**) Very handsome market and table grape, cluster large to very large, berry large, translucent, violet covered with delicate bloom, thin skin and tough, pulp tender, very high quality. Succeeds on high well drained soils, a fair shipper and always brings a premium in the market mid-season.

ARMALAGA—(**Florida Malaga**) Vine vigorous and healthy, flower perfect, large compact cluster, large yellowish green berry, excellent shipper, does well on both moist and dryer soils.

BAILY—(**Bay**) Strong grower, large to very large cluster, compact, never cracks, meat pulpy, juicy and sprightly, quality above concord, an excellent market grape.

PRESIDENT—(**Presidio**) Strong healthy, prolific vine, compact, medium cluster, large black berry that does not crack, excellent quality better than concord; Not long lived in Florida.

UNKNOWN—A very rampant grower, light red medium sized berries, ripens with Manito. This is a splendid grape for home use and early market. The reason we are calling this unknown is because it was bought for another variety and proved to be something else, of which we have not yet been able to trace its parentage.

ROMMELL—(**Roman**) Small to medium clusters, medium growth, fine large yellowish green berries, delicate flavor, excellent for home market and table.

RONALDO—(**Roalo**) Strong, vigorous grower and heavy yielder, very large bunch, large white berry, does well on a variety of soils.

All plants listed below take the following prices:

1 to 10, 35c; 10 to 100, 25c; 100 to 1,000 20c; over 1,000 18c.

GOETHE—(**Johan**) Very large berry, large pinkish red, good shipper, tender pulp, medium cluster, vigorous grower, medium late, not very long lived in Florida. Has been successful market grape in Florida for years even with the handicap of replanting.

HEADLIGHT(Leader) Vine slender, but more robust than the Delaware, color and flavor similar to Delaware. The earliest of all Munsons hybrids and especially desirable for planting on home vineyards. Requires Pollenization from the other varieties blooming at same time, but does well in mixed plantings.

DR. COLLIER—Vigorous grower, large cluster, not very compact large handsome red berry, should be thoroughly ripe, otherwise rather acid; good quality.

CHAMPANEL—(Panel) Growth rampant stand the heat and drought well, especially on limy soils, never cracks, very sweet, medium grower.

LUKAFATA—Very strong growth, a splendid variety for hot climate free from disease, fairly good quality, doing well all through Florida. Requires pollen from other varieties blooming at the same time, as it is self sterile.

W. B. MUNSON—This is another of the Munson hybrids, a very vigorous grower, small medium sized and medium black berries, ripening late, this is a good grape for home use, cannot be recommended for the market.

MANITO—Clusters long and rather open, very prolific, skin thin and tough, ripens very early, quality good, black with light colored spots.

LAST ROSE—Cluster very large, berry medium to large, dark bright red, ripens very late, good quality; requires perfect flowering vines to be planted near, but valuable in mixed planting.

EDNA—(Ande) Large yellowish white berries and very large clusters, does well in sandy soil. A sister to Ronaldo and Armalaga, of fine quality.

CREAM—Very delicate medium sized berry and cluster, cream colored, excellent for home use.

All plants listed below take the following prices:

1 to 10, 25c; 10 to 100, 18c; 100 to 1,000, 16c; over 1,000 15c.

R. W. MUNSON—(Superior) Strong growth, cluster medium to large, often shouldered, berries medium to large, black without bloom skin never cracks, pulp tender, better than Concord, gives good satisfaction on market; very valuable for home vineyard and desirable for planting near other varieties which bloom

AMERICA—(Columbia) Berry medium in size, black easily freed from seed, large bunch, very profitable, grown as a grape juice in certain parts of the south. And one of the best grape stocks for the variety.

CARMEN—Vigorous grower very prolific, large cluster, compact and shouldered, medium black berries with thin bloom, tough, thin skin never cracking, meaty and firm pulp, tender when fully ripe, of pure rich quality, much superior to the Concord, the best all-purpose grape grown in the south, the most generally planted of all varieties.

Variety	Origin	Race	Vigor	Size of Bunch	Size of Berry	Color	Use	Quality	Distance to plant	Pruning System	Length	Remarks
Headlight	Texas	Aestivalis Lab. Vin. hybrid	Weak	Small	Small	Red	Dessert and market	Excellent	8 feet	Munson	Medium	Self-sterile, very early, Lomanto and Brill. good pollenizers.
Extra	Texas	Lincecumii Labrusca	Very Vigorous	Large	Medium Large	Black	Dessert and market	Good	10 feet	Munson	Long	Good shipper and market grape.
Beacon	Texas	Lincecumii Labrusca	Very Vigorous	Large	Large	Black	Dessert and market	Excellent	10 feet	Munson	Long	One of the finest grown in Florida, for both table and market.
Edna	Texas	Aestivalis Lab. Vin. hybrid	Very Vigorous	Medium	Large	White	Table	Best	10 feet	Munson	Medium	Self-sterile, Ronaldo good pollenizer. Heavy yielder.
Herbemont	Uncertain	Aest. Vinifera Lab. Vulpina	Very Vigorous	Medium to Large	Small	Purple	Juice	Fair	12 feet	Munson	Long	Good late grape.
Wapanuka	Texas	Bourguiniana Vin. hybrid	Medium	Large	Extra Large	White	Table market	Good	10 feet	Munson	Medium	One of the best home, table and market grapes.
R. W. Munson	Texas	Aestivalis hyb.	Very Vigorous	Large	Medium	Black	Dessert, juice and market	Good	12 feet	Munson	Long	Self-sterile. Carmen and Brill, good pollenizers.
Carmen	Texas	Aestivalis hyb.	Very Vigorous	Very large	Medium	Black	Dessert and market	Good	12 feet	Munson	Long	A good shipper.
Ellen Scott	Texas	Aestivalis hyb.	Very Vigorous	Very large	Large	Violet	Dessert and market	Excellent	12 feet	Munson	Long	Splendid quality and good shipper.
Armalaga	Texas	Aestivalis Lab.	Very Vigorous	Large	Large	White	Dessert and market	Excellent	12 feet	Munson	Long	A good shipper.
Goethe	Mass.	Lab. Vin. hyb.	Very Vigorous	Above medium	Large	Pink	Dessert	Excellent	10 feet	Munson	Medium	Average life 6-8 yrs. Very profitable.
Ronaldo	Texas	Aestivalis Lab. Vin.	Very Vigorous	Large	Large	White	Table, juice and market	Excellent	10 feet	Munson	Medium	One of the heaviest yields and splendid shipper.
Thomas	S. C.	Rotundifolia	Very Vigorous	Small	Large	Red	Dessert, juice and market	Good	20 feet	Six-arm renewal	Long	Self-sterile. Best for Muscadine products.
Scuppernong	N. C.	Rotundifolia	Very Vigorous	Small	Large	Bronze	Dessert and juice	Good	20 feet	Arbor or Six-arm	Long	Self-sterile.
Tender Pulp	N. C.	Rotundifolia	Very Vigorous	Small	Medium	Black	Dessert and juice	Good	16 feet	Six-arm	Long	Self-sterile. The latest Muscadine.
James	N. C.	Rotundifolia	Very Vigorous	Small	Very large	Black	Dessert and juice	Fair	16 feet	Upright or Fan	Long	Self-sterile. Largest Muscadine.
Meisch	N. C.	Rotundifolia	Very Vigorous	Small	Large	Black	Dessert, juice and market	Excellent	16 feet	Six-arm	Long	Self-sterile. Best Muscadine in quality.



JEAGER 43—Vine vigorous and very healthy, cluster medium to large, berry medium size, pulp tender, of excellent quality, a good medium late grape.

HERBEMONT (Royal) Healthy vigorous plant, very large cluster, small to medium, translucent purple berry, juicy and spright-

ly, a valuable juice grape, requires spraying thoroughly as it is subject to Black Rot in wet seasons.

All plants listed immediately below take the following prices: 1 to 10, 75c; 11 to 100, 60c; 101 to 500, 50c; 501 to 1,000, 40c

For larger lots a special reduction is made.

Muscadine Grapes—Often called the Scuppernong, and do well on either trellis or arbor. All are heavy yielders and require male vines near to pollenize, as they bear imperfect flowers. Single vines cover arbors of hundreds of square feet and bear heavy crops annually. Usually have from several to a dozen or more berries on a loose bunch. Excellent for cooking, cider, wine, or jelly, also table use.

MALE MUSCADINE—Good for pollenizing other varieties. Should be planted at a ratio of one to each 6 or 8 vines.

MEISCH—Vine vigorous, very productive, bunches contain 6 to 15 medium sized oval reddish black thin skinned berries, tender, sweet and fine, the very best variety of the Muscadine in quality.

JAMES—Largest berries, black, often measuring one and one fourth inches in diameter.

THOMAS—Reddish purple, excellent flavor, one of the tenderest and best of its class, does fine on 33 wire vertical trellis recommended for Muscadine. The best Muscadine for juice and other grape products.

TENDER PULP—Sweetest and best of these large grapes, very prolific yielder and grower. If you have but one arbor this is the one to plant. Hundreds of quarts of fine luscious berries may be picked from one vine. Pulp sweet and tender, and skin not so thin and tough as the others. Yields ripe fruit for a long time.

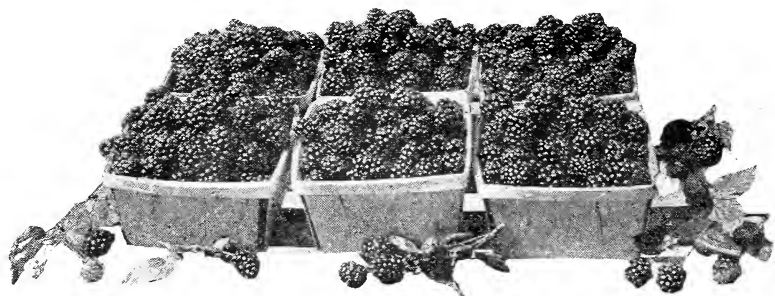
BRONZE SCUPPERNONG—Large bronze berries, strongly recommended for its good growing and bearing qualities.

Blackberries

FLORIDA MARVEL BLACKBERRIES—(*Rubus Velox*) The Florida Marvel Blackberry has made rapid strides in this new field of fruit in Florida since its introduction, it is the outstanding berry as to its size, prolificness, and earliness of any of the Blackberries in Florida at the present time, beginning to ripen the early part of April continuing up until the middle part of June. This Berry is being planted both for the local market as well as a shipping berry. Handled properly, this berry will hold up and ship as well or better than Strawberries. They should be planted 10 x 10 or 435 per acre.

Tree Blackberry

TOPSY (*Rubus Probabudus*) This is an upright growing Blackberry not requiring any trellis. It is about two week later on an average than the Florida Marvel Blackberry. Berries not quite so large, but carrying much less acidity. It is a very heavy



yielder and takes well on the market.. All Blackberries should be planted in moderately moist soil or either have artificial irrigation. They should be planted in rows four by eight, requiring about thirteen hundred plants per acre. Prices 10, \$2.00; 100, \$10.00; 1,000, \$50.00.

Tree Blueberries

Tree Blueberries are becoming very popular with Florida Horticulturists. They do well and yield plentiful crops which bring good returns, in either the local or northern markets.

As in the case of Blackberries, it is necessary that Blueberries be planted on suitable soil. Most slightly acid soil is the best.

While it has often been stated that Blueberries yield the first year after the planting, it is better to expect little if any returns the first year. In two or three years however abundant crops may be expected.

Plant 12 x12 which requires 302 plants per acre.

Practice clean cultivation during the dry season.

Prices for medium size plants, 50c each; for large sized plants, 60c each.

Avocados

DR. E. E. SCHMIDT, FUERTE AVOCADO. In the fall 1924 Mr. Wilson Popenoe, who is with the United States Department of Agriculture. His position being finding and Introducing new varieties of Avocados that will do well in Florida and California. Mr. Popenoe has done more work in this line than any other man in existance, he has made a thorough survey of the Avocado situation in all countries where they are being grown, and



Showing Fruit on one Limb of Dr. E. E. Schmidt
Fuerte Avocado Tree

through him there has been several introductions into Florida that are showing unusual merit.

While being in Florida last fall he discovered in the hills of Pasco county, one of the most remarkable trees that has ever been found in Florida or in fact anywhere else. This tree is either a seedling or a bud sport of Fuerte. According to all of the best authorities that we have on Avocado culture today, this is an outstanding tree of this type and variety, this tree is five years old and has its fourth crop of fruit, it matured twenty five pears, at eighteen months of age, the second crop about eight hundred, the third crop well over one thousand and this its fourth crop, which at this writing, ranges from about the size of an ordinary egg is covered with fruit from top to bottom. This tree is on high light land soil that would usually be considered dry of Avocado culture and during the bloom period, has not had any other varieties, to bloom with it to help with pollenization, richest as to food values of any of the Avocados, sometimes going 30 per cent fat. The average weight of this fruit is about one and one fourth pounds being a little above the average of ordinary Fuerte, which ranges from ten to sixteen ounces, small seed, tight in cavity.

The Avocado being hybrid Mexican and Guatamalan, is the hardest variety to plant, and should be hardy as far north as Gainesville.

ORNAMENTALS

Southern Nurseries carries a full line of standard ornamentals for general beautification work.

At present we have on hand some very fine palms such as Cocus Plumosis, Phoenix Canariensis, Washingtonia Robusta, etc.

Write us for prices. We also have some splendid specimens of Royal Poincianna at very attractive prices.

H. G. Gardner, c Southern Nurseries,
Bartow, Florida.

Dear Mr. Gardner,

I want to go on record with a good word for the Carman grapes, until this season I did not think much of it but after sampling the specimens on exhibition at our Orlando show, and those ripening in my own vineyard, I am convinced that it is a very meritorious grape. It is sweeter than Concord, so that it must be palatable, and as it ripens with Ellen Scott, Beacon and Armalaga, it can be grown with them in large commercial vineyards and hold its rank with these varieties in the market. For hardiness and immunity from disease and insects the Carman is unsurpassed, so that from this time on you may put me down as the Carmens friend.

Sincerely yours,

H. T. FISHER,

President, Florida Grape Growers Assn.

